

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant(s): <b>Robert Carl Silkey, et al.</b> Application Serial No.: <b>09/754,182</b> Filed: <b>January 3, 2001</b> Title: <b>SYSTEM AND METHOD FOR NETWORK BASED MARKETING</b> Attorney Docket No.: <b>111109-001-US</b>	Group Art Unit: <b>3622</b> Examiner: <b>Jean D. Janvier</b> Conf. No.: <b>2812</b>
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**AMENDMENT AND RESPONSE TO OFFICE ACTION**

MAIL STOP AMENDMENT  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Sir:

This communication is in response to the Office communication mailed December 21, 2006. Examination on the merits and allowance of the above identified application is respectfully requested in view of the following, where:

**Amendments to the Specification** begins on page 2 of this paper;

**Amendments to the Claims** begin on page 3 of this paper; and

**Remarks** begin on page 6 of this paper.